

Message Text

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PAGE 01 PARIS 02111 231724Z
ACTION EUR-12

INFO OCT-01 ISO-00 COME-00 EB-08 /021 W
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R 231646Z JAN 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 4683
INFO AMEMBASSY BONN
AMEMBASSY LONDON
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT

UNCLAS PARIS 02111

E.O. 11652: N/A
TAGS: EIND, FR
SUBJECT: REQUEST FOR ASSISTANCE FROM EMBASSY PARIS IN
SUPPORT OF SAUL BASS SEMINAR

1. EMBASSY PARIS WAS CONTACTED IN LATE DECEMBER 1977 BY THE LOCAL REPRESENTATIVE OF MR. SAUL BASS, A LEADING FIGURE IN U.S. GRAPHICS DESIGN AND VISUAL COMMUNICATIONS, FOR ASSISTANCE IN PROMOTING A ONE-DAY SEMINAR TO BE GIVEN BY MR. BASS IN PARIS IN MARCH 1978. THE PURPOSE OF THE SEMINAR, TO WHICH APPROXIMATELY 100 LEADING FIGURES IN FRENCH INDUSTRY, GOVERNMENT, COMMUNICATION, AND ADVERTISING ARE TO BE INVITED FREE OF CHARGE, IS APPARENTLY TO BRING AWARENESS TO FRANCE OF THE IMPORTANCE OF THE ROLE OF A CORPORATE IMAGE. MR. BASS ALSO WROTE TO THE EMBASSY ON DECEMBER 23, 1977 CONFIRMING HIS PLANS FOR THIS SEMINAR.

2. IT APPEARED FROM MR. DRESNER'S ORIGINAL APPROACH THAT MR. BASS WAS SEEKING EMBASSY SPONSORSHIP OF THIS SEMINAR INCLUDING POSSIBLE FINANCIAL SUPPORT AND THE RESPONSIBILITY FOR ORGANIZING IT. IN AN EFFORT TO CLARIFY BOTH THE PURPOSE OF THE SEMINAR AND THE NATURE AND EXTENT OF
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EMBASSY SUPPORT WHICH WAS BEING SOUGHT, EMBASSY OFFICERS MET WITH MR. DRESNER AND REPRESENTATIVES OF J. WALTER THOMPSON, ON JANUARY 16. AS A RESULT OF THIS MEETING IT WAS ESTABLISHED THAT THE SPONSORSHIP FOR THIS EVENT AND THE RESPONSIBILITY FOR ORGANIZING IT WOULD BE ASSUMED BY J. WALTER THOMPSON. THE SUPPORT BEING SOUGHT FROM THE EMBASSY IS LIMITED TO ASSISTANCE IN

BUILDING THE LIST OF PROSPECTIVE ATTENDEES. IT WAS ALSO REQUESTED THAT THE NAME OF THE EMBASSY'S COMMERCIAL COUNSELOR BE USED IN SOLICITING ATTENDANCE.

3. DESPITE THE MEETING ON JANUARY 16, THE EMBASSY IS STILL UNCLEAR AS TO WHAT MR. BASS' OBJECTIVES ARE IN STAGING THIS SEMINAR BEYOND SHARING HIS EXPERIENCE IN THE FIELD OF HIS EXPERTIZE WITH FOREIGN AUDIENCES. J. WALTER THOMPSON IS MORE EXPLICIT IN STATING ITS WISHES TO ENLARGE ITS CLIENTELE. IT IS ALSO CLEAR THAT J. WALTER THOMPSON PREFERS THAT EMBASSY SUPPORT BE LOW PROFILE, AS, IN THE WORDS OF ITS REPRESENTATIVE MR. DONALD THOMPSON, TOO MUCH EVIDENCE OF EMBASSY INVOLVEMENT WOULD COUNTERACT THEIR EFFORTS TO BUILD A FRENCH IMAGE.

4. WHILE THE PROPOSED SEMINAR IS NOT IN THE NORMAL PATTERN OF THE EMBASSY'S TRADE PROMOTION ACTIVITIES, IT APPEARS TO BE A LEGITIMATE EVENT WHICH MAY LEAD TO THE INCREASED SALE OF U.S. SERVICES. WE PROPOSE TO PROVIDE THE SUPPORT REQUESTED IN IDENTIFYING PROSPECTIVE ATTENDEES AS WELL AS WHATEVER ADVICE AND WHATEVER INFORMATION MAY BE REQUIRED. WE INTEND TO AVOID, HOWEVER, THE APPEARANCE OF US GOVERNMENT ENDORSEMENT OF INDIVIDUAL COMPANY'S PRODUCT OR SERVICE APART FROM OUR OBVIOUS STRONG INTEREST IN PROMOTING U.S. GOODS AND UNCLASSIFIED

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SERVICES GENERALLY.

5. ACTION REQUESTED: AS IT APPEARS THE PATTERN SET IN PARIS MAY BE THE ONE MR. BASS AND HIS ASSOCIATES WILL SEEK AT OTHER POSTS, THE DEPARTMENT'S COMMENTS WOULD BE APPRECIATED. GAMMON

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